



American Statistical Association
 732 North Washington St
 Alexandria, VA 22314

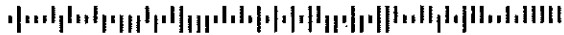
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June 15, 2020

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SAMPLE A SAMPLE - L02 MA
 APT 123
 123 ANY ST
 ANYTOWN, US 12345-6789



Dear Sample A Sample,

I am writing to you on behalf of the American Statistical Association (“ASA”) because of an incident that occurred with our third-party e-commerce system which may have compromised your contact information and/or payment card information.

The ASA takes matters such as this very seriously. For this reason, I am writing to notify you of the incident and to provide you with an opportunity to investigate and inquire if you need additional details. For now, I will summarize what we know at this time about the incident.

What happened?

On May 8, 2020 the ASA discovered that our e-commerce system had been impacted by a security flaw in the ASA’s customer relationship management software.

What information was involved?

Affected customers may have had their payment card data, names, addresses, phone numbers, and email addresses compromised in transmission. Data stored in our customer database and on our server were not affected. The ASA does not retain payment card information in our database or on our server.

What are we doing?

Upon discovery of the infiltration, the ASA immediately disabled its e-commerce site and began investigation into the extent of the compromise. We have contacted law enforcement. We have retained the services of Trustwave, a security expert, to assist us in determining how the unauthorized entity was able to get through our security, what information was stolen, how to remedy the situation, and how to prevent further attacks. If the forensic investigation reveals any change in the information about this incident, we will notify you promptly of any material information by way of another notification letter. We are working closely with major card companies Visa, MasterCard, Discover, and American Express, as well as law enforcement to ensure the incident is properly addressed.

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What we are doing to protect your information.

To help protect your identity, we are offering a complimentary one-year membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: August 31, 2020** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (866) 883-3309 by **August 31, 2020**. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the identity restoration services by Experian.

What should you do?

Review Your Account Statements for Suspicious Activity

As a precaution, you should review your account statements for any suspicious activity. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission ("FTC"). To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

Monitor Your Credit Reports

We also recommend you monitor your credit reports. Under US law, you may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>.

Alternatively, you can contact any of the major credit reporting bureaus to request a copy of your credit report. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax
(866) 349-5191
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
P.O. Box 2002
Allen, TX 75013

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 1000
Chester, PA 19016

Your Rights Under Massachusetts Law

Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

The credit reporting agencies must provide, lift, and temporarily lift security freezes free of charge. But unlike a fraud alert, you must separately place a security freeze on your credit file at each bureau. To place a security freeze on your credit report, contact the three credit reporting agencies above. In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill, bank statement, or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

If you request a freeze by toll-free telephone number or secure electronic method, the freeze will be placed within one (1) business day of your request. The credit reporting agencies have three (3) business days after receiving your request through mail to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days, along with information about how to remove or lift the security freeze in the future.

Please contact the credit reporting agencies for further information on security freezes and any specific requirements or instructions to place, lift, or remove a security freeze. Each has specific requirements for placing, lifting, or removing a security freeze. You may also learn more by contacting your Attorney General or the FTC.

Fraud Alert

We recommend placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.



Additional Free Resources on Identity Theft

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338).

For More Information

If there is anything we can do to assist you, please do not hesitate to contact me at (703) 684-1221 or Steve@amstat.org.

Sincerely,

Stephen Porzio
ASA Associate Executive Director
and Director of Operations

American Statistical Association
732 North Washington St
Alexandria, VA 22314

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at (866) 883-3309. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

